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EKUUpdate, January 16, 2001

Eastern Kentucky University, Public Relations

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Project Achieve Merges Academics, Student Life

Continuing its efforts to enhance student success – both in and out of the classroom – EKU is launching a residential scholars program that will offer students and faculty an opportunity to combine academics, community service and leadership development with special cultural events outside the classroom.

The Project Achieve Residential Scholars program, open to full-time EKU students with a cumulative GPA of at least 2.5, will serve as a

pilot program for larger learning communities planned for an on-campus residence hall next year and individual academic colleges the following year.

Dr. Donnalee (Dee) Cockrille, vice president for student affairs at EKU, is excited about the program's potential.

"Part of the higher education experience, particularly at Eastern, is the idea of learning for



Cockrille

life," she explained. "Project Achieve will create small learning communities – groups of ten students and two faculty members – that will focus on academics and growth for life."

The program was created to help students develop a lifelong interest in learning, according to Cockrille. But another goal is to increase the number of students who stay in school and receive a degree.

"In addition to creating close-knit communities that offer lessons about growing, developing and adapting, the learning community provides students with a strong support system," Cockrille noted. "And that's very important, especially to first- and second-year

students."

Those students are the primary candidates for Project Achieve, but all interested students will be considered. While the students, as a group, will decide on goals and learning opportunities based on the group's interests, the program will have certain requirements. These include regular meetings as a community, a certain number of educational programs and at least one culturally enriching trip.

Applications for participation in Project Achieve can be obtained through the Offices of Residential Development and Education (100 Beckham Hall) or Student Affairs (130 Powell Building) through Jan. 31.

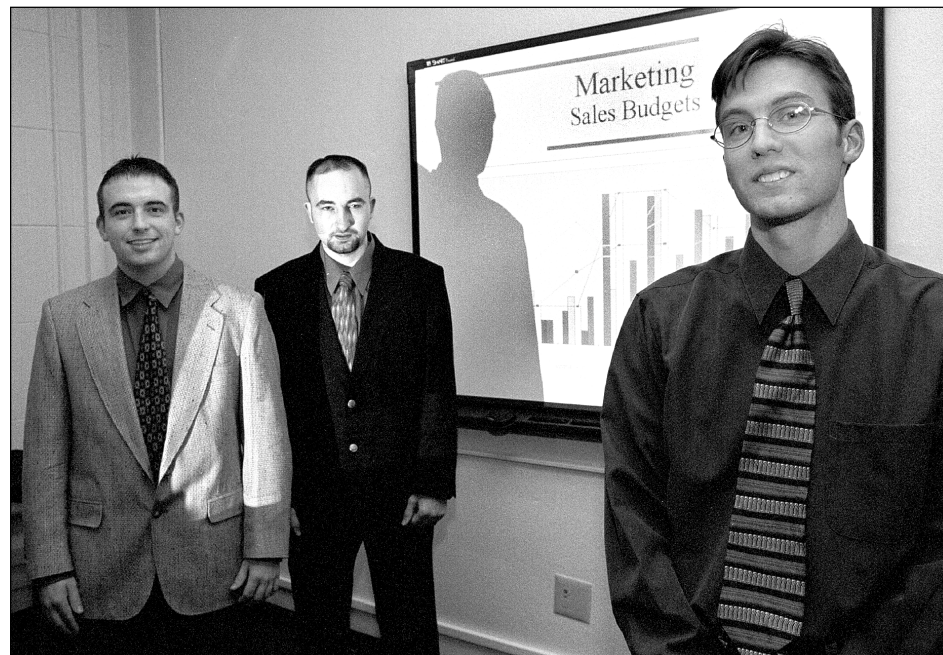
Student Team 3rd in National Business Contest

They didn't even win their class-wide competition on the first try but when it came time later to take their know-how to a national level, a team of three senior EKU business students knew they had a shot at winning the Capstone College Bowl 2000, the first-ever on-line business management simulation contest.

Their confidence was well-founded. Competing against the likes of University of North Carolina, Georgia Tech, Virginia Tech, Northeastern and Rutgers, among others, the EKU trio finished third overall among approximately 50 teams from 35 colleges and universities and claimed first in its specific industry.

After the initial disappointment, the performance certainly proved the team's grasp of one important rule of business management. As Scotty Ham put it, "We learned from our mistakes."

Ham, an accounting major from Somerset, was joined on the team by Bryan Sears, a general business major from Somerset; and Stephen Abney, a computer information systems major



THIRD PLACE IN NATIONAL COMPETITION – Business students, from left, Bryan Sears, Scotty Ham and Stephen Abney finished third nationally in the Capstone College Bowl 2000.

from Lexington. The students' diverse academic backgrounds within Eastern's College of Business & Technology proved invaluable in the competition.

"Eastern is really pushing teamwork in all our business classes," Abney said.

"We learned how all the areas of business

work together," Ham added. "The three of us (who were not teammates by choice) ended up being a great mix."

Dr. Stephen Brown, the team's adviser, said the

simulation "provides a dramatic hands-on opportunity for students to see the dynamic interaction of what it takes to run a business. They understand the importance and impact of our foundation and core business courses and why these courses are required of all business students."

"We did so well because of the knowledge we had gained from our other classes. It was a combination of everything we learned."

Bryan Sears

Sears concurred. "We did so well because of the knowledge we had gained from our other classes," he said. "It was a combination of everything we've learned."

Each team in the competition was given a mythical business to manage over a six-year period compressed into one day. The ultimate goal is to produce the highest cumulative profits.

The on-line event was staged over two successive Saturdays, Dec. 2 and Dec. 9.

"We had to take turns eating breakfast the first Saturday," Sears said. "The second Saturday, none of us ate. There was no time for eating. It's a scramble. You have to be able to react real quickly to what your competition is doing."

Also, as Ham noted, "in every round, customer expectations change and you have to be able to react to that, too."

Besides the lessons from the competition itself, Ham said the written memorandums required from the team explaining the rationale behind each decision aided in the learning process.

Despite the hundreds of hours the team spent on the project, "it was a fun way to end my college career," said Abney, who received baccalaureate degrees along with Sears and Ham at EKU's fall commencement Dec. 16.

29-Year Veteran Clark Named Director of Accounting

Harold Clark has been named director of EKU's Division of Accounting and Financial Services, formerly Accounts and Budgetary Control.

Clark, who joined EKU as an accountant in 1972, had been serving as acting director of the Division.

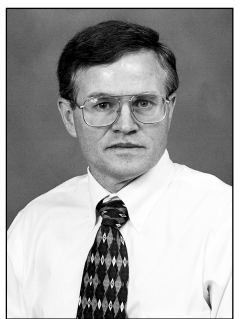
"Harold has provided exceptional service to the University during his 29 years of employment, and I appreciate his willingness to assume these new responsibilities," said Ken Johnston, vice president for financial affairs. "I look forward to working with Harold in his new role."

The Division has assumed the additional responsibilities of travel and agency funds, which were formerly handled by Internal Audits. The staff members who handle those duties, Julie Hinson and Lisa Roberts, have joined other Accounting and Financial Services staff in Jones 211.

"We have always enjoyed a good relationship with other University offices and provided the best possible service to the campus community, and we want to continue that," Clark said.

A Kentucky resident since infancy, Clark graduated from Breathitt County High School and went on to earn a bachelor's degree in accounting and a master's of business administration with an emphasis in accounting from EKU in 1971 and 1972, respectively.

His daughter, Tamara, is employed by the Training Resource Center at EKU.



Clark

Announcements

Judges Needed

The College of Business and Technology will host the Region VI competition for the Future Business Leaders of America Conference on March 8. More than 1,000 high school students and advisers from throughout Eastern's service region will be involved in more than two dozen events, including: Public Speaking, Job Interview, Talent Show and Mr. and Ms. FBLA. Faculty and staff members are needed to serve as judges. For more information, call Jim Fisher at 622-1091 or e-mail busfishe@acs.eku.edu.

EKUpdate

January 16, 2001

EKUpdate is published every other Monday during the academic year by the Office of University Advancement. Comments or questions should be directed to:

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To Submit Items for Next Issue:
Student items must be submitted to the Student Development Office, Main Floor, Powell Building, no later than Jan. 17. Faculty/staff items may be sent to EKUpdate, Jones Room 308, CPO 7A, pinweb@acs.eku.edu, by Jan. 18. If possible, please do not send items as attachments to e-mail but, rather, incorporate items within the text of the e-mail message. Items also may be faxed to 622-1595. EKUpdate's telephone number is 622-2301.

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Business Programs Receive Quality Interest Recognition

The business programs in ECU's College of Business and Technology have received a Level 1 Quality Interest Award from the Kentucky Quality Council. Eastern is the first university in the Commonwealth to win the award.

Created by Gov. Paul Patton in 1997, the quality awards model the Malcolm Baldrige National Quality Award, a nationwide recognition program established by the U.S. Congress in 1987 to enhance competitiveness and promote

quality awareness.

"This is a tremendous opportunity for the college to further develop its competitive edge in the Commonwealth," said Dean Dr. Robert Rogow. "It was also a great learning opportunity for our students."

Rogow and several faculty members attended the recent awards banquet, at which 27 Kentucky businesses and organizations were recognized for their commitment to excellence and "world-class" quality.

"This award is recognition of our positive continuous quality improvement initiatives, and our efforts to develop quality academic programs

for the students and citizens of the Commonwealth," Rogow said.

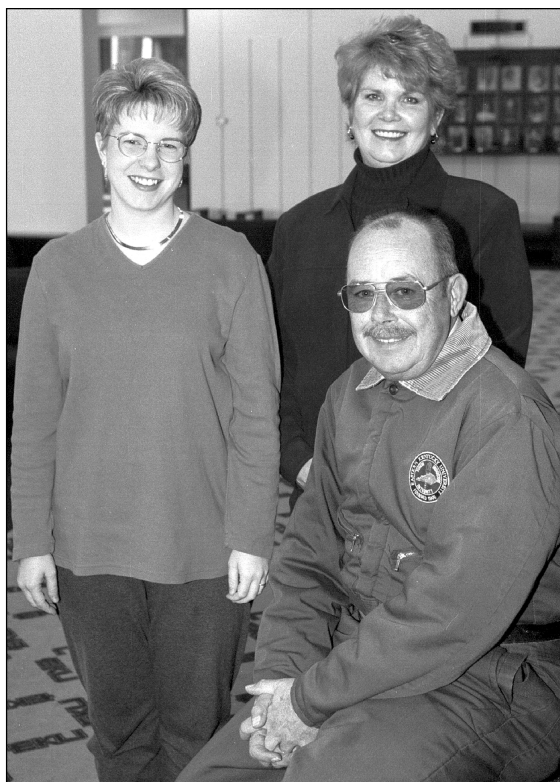
The original application was completed by a group of students in Dr. Terry Friel's Continuous Improvement in Operations course taught last spring.

The Kentucky Quality Council, housed at the Kentucky Chamber of Commerce, administers the Commonwealth of Kentucky Quality Award. This year's award program was open to manufacturing firms, business and service firms, primary and secondary schools, colleges and universities, government agencies, health care institutions and non-profit organizations.

Always Willing to Lend Students a Helping Hand

RECOGNIZED FOR DISTINGUISHED SERVICE

— The Student Affairs Office, represented by Vice President Dr. Dee Cockrille, standing at right, honored two University employees last month with Distinguished Service Awards. Natalie Webb, facilities coordinator for Student Development, and Don Hisle, Public Safety security guard, were recognized at a staff luncheon. The awards are presented annually to two individuals — one who works within Student Affairs and one who works elsewhere on campus. The Student Affairs Staff Development Committee selects recipients from nominations received from the University community.



Events

Tuesday, Jan. 16

Art Exhibit Opens

Brent Oglesbee, sculpture, and Scott Anderson, painting, opening reception 7-9 p.m., exhibit runs through Feb. 13 at Giles Gallery, open afternoons Tuesday-Saturday.

Thursday, Jan. 25

Chautauqua Series Resumes

"Evolution and Atheism: A Match Made in Heaven?" Dr. Michael Ruse, Department of Philosophy, Florida State University, 7:30 p.m., Moore 116, part of series entitled "Contemplating An Entangled Bank: Perspectives on the Idea of Evolution."

Faculty Voice Recital

Dr. Joyce Wolf, 8 p.m., Gifford Theatre.

Saturday, Jan. 27

Basketball Doubleheader

EKU vs. Eastern Illinois, women, 6 p.m., men, 8 p.m., McBrayer Arena.

MS Office 2000 Certification Offered

EKU's Division of Community and Workforce Education (CWE) now offers Microsoft Office User Specialist (MOUS) training for those who want to become certified by Microsoft as a professional end-user of Microsoft Office 2000.

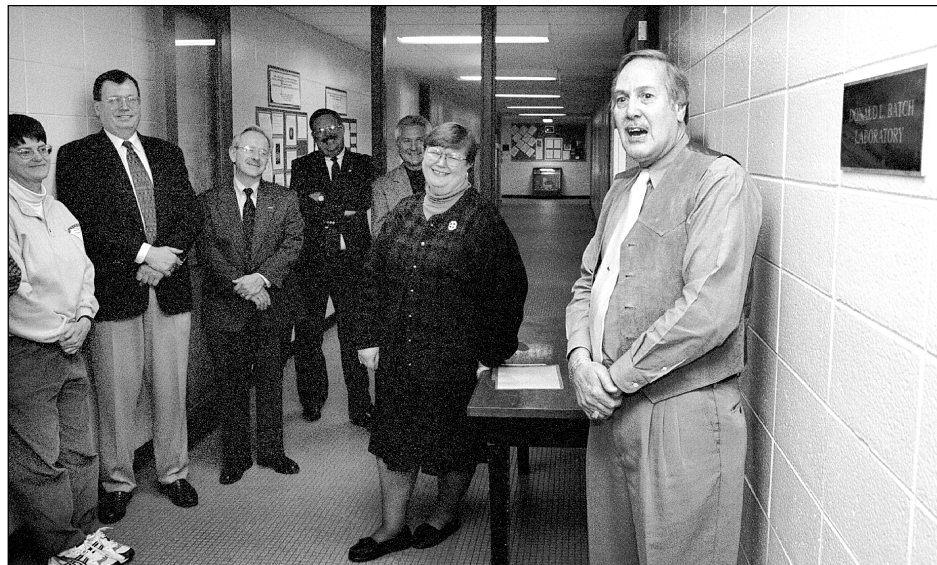
The MOUS certification is nationally recognized by employers for desktop productivity across the four Microsoft Office applications: Word, Excel, Access and PowerPoint.

The 12-hour courses, taught by Microsoft Authorized Instructors using Microsoft-approved courseware and approved pre-testing software, prepare participants for the certification exams offered through CWE. Expert courses are planned for this summer.

The Word 2000 session will be offered Feb. 5, 7 and 9 and April 30 and May 2 and 4. Excel 2000 will be offered March 5, 7 and 9 and May 14, 16 and 18. Access 2000 is scheduled for April 2, 4 and 6 and Power Point for April 16, 18 and 20. All classes are 1-5 p.m. in the Perkins Building.

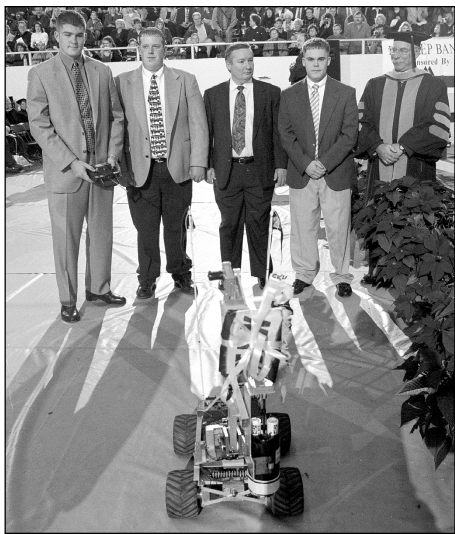
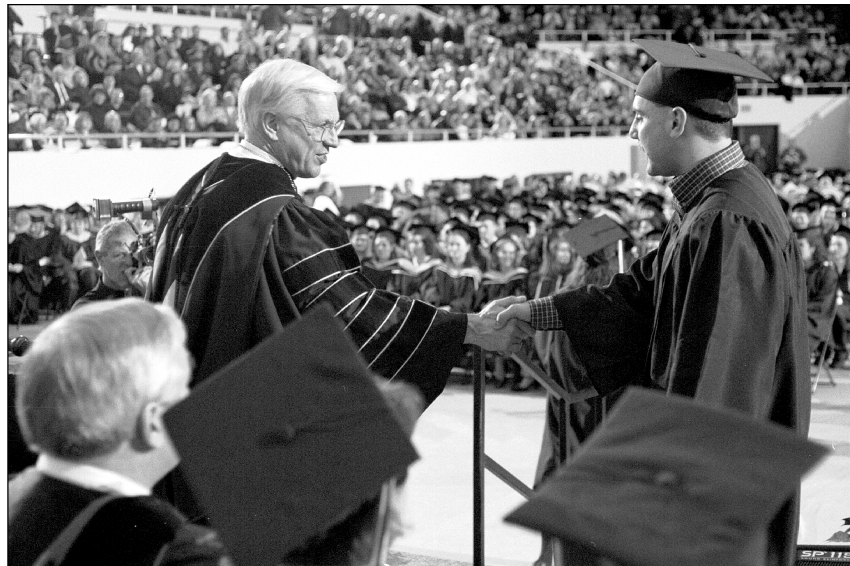
The \$279 cost per course includes textbook and pre-testing software; faculty/staff scholarships may be used.

For more information, call 622-1226.



UNIVERSITY HONORS BATCH — Room 227 in the Moore Building has been named the Donald L. Batch Laboratory in honor of Dr. Batch's 35 years of service to Eastern. Batch began his tenure in 1965 teaching general zoology in the Memorial Science Building. As plans were being developed for the Moore Building, he was intimately involved in the design of the new general zoology lab. As he rose through the ranks to full professor, he taught general zoology every semester in Moore 227. Batch later served as dean of what was the College of Natural and Mathematical Sciences. After receiving an administrative ERO two years ago, he resumed teaching general zoology in the same room. Batch has since retired to Florida.

Fall Commencement 2000



HERE AT LAST — At the fall commencement ceremony, 953 degree candidates were recognized by name as they walked across the stage in Alumni Coliseum following the commencement address by Kentucky Supreme Court Justice James E. Keller. Seated among the graduates was four-year-old Briceton Ledbetter, top left, who helped represent his father, Barry, killed in July. Top right, President Kustra congratulated one of the graduates. Right, Public Relations students Krystal Roark of Utica and Michelle Osborne, Irvine, waited in line to be recognized. Members of ECU's national championship robotics team, left, watch as their winning robot carries a replica of the ECU flag that traveled into space on NASA's STS-100 shuttle mission. They are, left to right, Luke Anderson, Patrick Eidson, Adviser Dr. Walter Boles, Wes Harris and Adviser Dr. Mitch Lifland. (Team members Wendell Wilson and Bobby Owens are absent from the photo.)



EKU Director of Athletics Assumes New Position at Oklahoma

Jeffrey P. Long, director of athletics at ECU since 1998, has announced his resignation to become senior associate director of athletics at the University of Oklahoma.

Long assumed his new duties Jan. 3.

"It is with mixed emotions that I announce my resignation from Eastern Kentucky University," Long said. "I am grateful for the opportunity to work with President (Bob) Kustra, the coaches and athletics staff and our student-

athletes, and I appreciate the support we have received from the entire University community. I am very proud of our student-athletes, who work extremely hard in the pursuit of both their academic goals and their athletic objectives. I wish them continued success.

"This has been a difficult decision for my family and me. We have been warmly welcomed in the University and Richmond communities and made to feel very much at home," Long said. "However, we have come to recognize that this decision is in the best interests of our family and our future.

"We are excited about the challenges that await us in Oklahoma."

Prior to joining ECU, Long served as associate director of athletics at Virginia



Long

University, and North Carolina State University. "I would like to join the entire Eastern

Polytechnic Institute and State University, held several progressively responsible positions in athletics administration at the University of Michigan, and held coaching and administrative positions at Rice University, Duke

Kentucky University family in wishing Jeff Long the very best as he assumes his new position at the University of Oklahoma," said President Kustra. "We have been fortunate at ECU to have someone of Jeff's leadership abilities directing our athletics program.

"Jeff is responsible for refocusing the University on an athletics program that reaches for excellence in all that it does and that is funded in a competitive fashion," President Kustra continued. "I intend to search for a successor who can build on the foundation Jeff has provided and offer the highest quality athletic programming for our student-athletes, our campus and community and for our alumni."

Eastern Family Portrait

Name: Cari Heigle Wallace

Education:
B.A. (1992) in communication from the University of Toledo; M.A. (1994) in higher education administration from the Ohio State University.

Current Position:
Acting Director of First Year Programs/Academic Testing

Family:
I married my husband, Ben Wallace, on May 13, 2000. My parents are in my hometown of Newark, Ohio. They retired two years ago, but now they're both working again full-time. My mother is in her 36th year teaching and my father is a high school principal. I have a brother who is in cooking school in Charleston, S.C. And that's it, other than the two beagle puppies that are our "children" right now.

Job Description:
I facilitate the Summer Orientation and New Student Days programs as well as work with the orientation classes. I also coordinate the Student Success Institute tutoring lab, the parent's association and work with the mentoring program. As testing director, I coordinate the administration of university and national testing. This new position was created because of a need to service first-year students in a more specific manner and to help all first-year students find a home away from home. Students who are happy and comfortable at ECU will stay to become alumni.

If you weren't doing this job, what would you like to be doing?
I would be a teacher. I do teach some classes now. But had I not decided to go into higher education administration, I probably would be teaching at the post-secondary or high-school level. My parents are both educators and when I went to college, I decided to do something different. But when I started working with 18- to 20-year-old students, I found I loved it.

When did you begin working at ECU?
I started working at Eastern in September, 1996.



Do you have a guilty pleasure?
I love to eat. I have a very sweet tooth. I always have a stash of candy somewhere.

What is your favorite vacation spot?
Cancun, Mexico. I've been there twice. It is just very pretty and very serene. The water and the beach are beautiful there.

What is your favorite movie?
My favorite movie of all time is "Bull Durham." My favorite recent movie is "Sixth Sense."

What is in your CD or tape player at home right now?
The soundtrack to "Almost Famous." I like soundtracks from movies. They have a lot of variety.

What is your favorite Web site?
My favorite Web site is BankOne.com, banking online, because it

What is your favorite TV show?
I have two. I'm a longtime "Friends" fan. I've always watched it. But I love "Will and Grace." I don't usually miss it. So I would have to say those two are my favorites.

What are your interests and hobbies?
My husband and I met at the gym, so that is one of my interests. I love to travel. I also like to read and we see a lot of movies.

makes my life easier. Every morning, I can check my balance – it takes about 15 seconds – and if I need to transfer money, I can.

What book would you recommend to others?
Anything by Patricia Cornwell. She writes mostly forensic science mysteries. She has a big series of books with a very strong female lead character. *Body Farm* was the first one I read and it is probably my favorite. I read primarily mysteries. Another great book is *Along Came a Spider* by James Patterson.

What's the best advice you've ever received?
Don't be afraid to ask questions if you don't know the answer.

What makes you happy?
Getting a good night's sleep makes me happy. Being happy in my job makes me happy. I find that if I'm happy at work, then I'm usually happy in life. And my husband makes me happy.

What is one thing about you that people might be surprised to know?
Before I moved here, I always did a lot of community theatre. I'm a terrible singer, but I was always able to get parts because I dance. I grew up performing in community theatre and even got parts while I was in graduate school.

What issue concerns you most about today's world?
Politically, I'm concerned about what we're going to see happen with recent changes – how effective George Bush will be able to be with the split Congress and how that will affect our economy. Socially, I'm concerned that parents are not taking an active role in their children's education.

Who or what has influenced you the most?
My parents have been the biggest lifelong influence. They have always encouraged me and told me how important education is to our society. So I know that I do what I do now because they have instilled in me the value of education and how you need to take it seriously, but not too seriously.

What person do you admire most?
I've always admired Katie Couric. I think she has it all – a family and a career – and she is active in civic organizations.

ECU Joins Battle for Blood Jan. 23-24

The fourth annual Battle for Blood between ECU and Morehead State will be staged in conjunction with the ECU-Morehead men's and women's basketball games Jan. 16 in Morehead.

The Eastern campus community will have a chance to donate blood Jan. 23-24, 9:30 a.m.-6 p.m. daily in the Powell Building Lobby. Free t-shirts and snacks will be provided to all donors.

The event is sponsored by the Office of Student Development, Student Association, Interfraternity Council, Panhellenic Council, Kappa Delta Tau, Residence Hall Association, Athletic Department, Office of Multicultural Student Services, Student Occupational Therapy Association, ROTV and Center Board.

MSU has won two of the last three "Battle for Life" contests, but the bigger winners are area hospitals and patients. Typically, local blood supplies dwindle during the holiday season. Last year, more than 450 pints were collected at the two universities.

For more information about the blood drive, call 622-3855.

Publications & Presentations

Appleton, Thomas, et. al. (eds.). Negotiating Boundaries of Southern Womanhood: Dealing with the Powers That Be. University of Missouri Press, 2000.

Blanchard, Paul. "Lessons from Election 2000 and How They Apply to Lobbyists," presented at Kentucky Forward 2000 Lobbyist Retreat and Legislative Preview, Lake Cumberland State Resort Park, Jamestown, Ky., Dec. 1, 2000.

Blythe, Hal and **Charlie Sweet**. "Ellison's King of the Bingo Game," The Explicator, Vol. 58, No. 4 (Summer 2000), pgs. 218-220.

Brubaker, Robert G. and Szakowski, Amy. "Parenting Practices and Behavior Problems Among Deaf Children," Child & Family Behavior Therapy, Vol. 24, No. 4(2000), pgs. 13-28.

Ferree, Lisa. "Public Relations Campaigns," presented to First-Link of the Bluegrass, Nov. 9, 2000.

Hunter, Sandy. "A New Role for Providers of Emergency Medical Care Services," presented to National Association of EMS Educators, Phoenix, Ariz., Sept. 14, 2000.

McChesney, Jon and Hadden, Effie. "Making Time for Exercise," ESM Magazine, Vol. 43, No. 9 (October 2000), pgs. 32-33.

Mercer, Dorothy L. and et. al. "A Survey of Professionals' Training and Experiences in Delivering Death Notifications," Death Studies, Vol. 24 (2000), pgs. 611-631.

Mitchell, Robert W. "The Role of Perception in Cognitive Development," Developmental Science, Vol. 3 (2000), p. 379.

Myers, Marshall. "Joseph Holt: Kentucky's Advocate for the Union," The Herald-News, Vol. 10, No. 3, pgs. 2-3.

Parchment, Steven. "The Mind's Eternity in Spinoza's Ethics," Journal of the History of Philosophy, Vol. 38, No. 3. (July 2000), pgs. 349-382.

Inclement Weather Class/Event Cancellation Information

All ECU class/event cancellation and delay announcements are posted on ECU's home page (www.ecu.edu), broadcast on WEKU-FM (88.9 FM) and Lexington television stations WLEX-TV (Channel 18), WKYT-TV (Channel 27) and WTVQ-TV (Channel 36), and given to other regional media outlets. Generally, the information is available to listeners/viewers by 6 a.m.

Call 622-2239 for Up-To-Date Announcements

On some occasions, the University will be open but will follow its Inclement Weather (Two-Hour Delay) Plan. In that event, see the following schedule for class times.

Inclement Weather Plan (Two-Hour Delay)

MONDAY/WEDNESDAY/FRIDAY		TUESDAY/THURSDAY	
Regular Class Period	Delay (Two Hours)	Regular Class Period	Delay (Two Hours)
8:00-8:50	10:00-10:40	8:00-9:15	10:00-11:00
9:05-9:55	10:50-11:30	9:30-10:45	11:10-12:10
10:10-11:00	11:40-12:20	11:00-12:15	12:20-1:20
11:15-12:05	12:30-1:10	12:30-1:45	1:30-2:30
12:20-1:10	1:20-2:00	2:00-3:15	2:40-3:40
1:25-2:15	2:10-2:50	3:30-4:45	3:50-4:50
2:30-3:20	3:00-3:40		
3:35-4:25	3:50-4:30		
4:40-5:30	4:40-5:20		
6:00	6:00	6:00	6:00

Normal class periods for Monday/Wednesday/Friday allow for a 50-minute class period and a 15-minute break. Class periods for snow days will be 40 minutes with a 10-minute break.

Normal class periods for Tuesday/Thursday allow for a 75-minute class period and a 15-minute break. Class periods for snow days will be 60 minutes with a 10-minute break.